

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
**Trademark Trial and Appeal Board**  
P.O. Box 1451  
Alexandria, VA 22313-1451

Mailed: November 7, 2011

Opposition No. 91201631

SWIMC, Inc.

v.

True Value Company

**Veronica P. White, Paralegal Specialist:**

On October 25, 2011, applicant filed an answer to the opposition and a counterclaim to cancel opposer's pleaded registration no. 1955591. Applicant filed the proper fee.

Opposer and counterclaim defendant, SWIMC, Inc., is allowed until December 7, 2011 to file an answer to the counterclaim. See Trademark Rules 2.106(b)(2)(iii) and 2.121(b)(2).

In accordance with the Trademark Rules of Practice, conferencing, disclosure, discovery and testimony period dates are reset as indicated below. In each instance, a copy of the transcript of testimony, together with copies of documentary exhibits, must be served on the adverse party within thirty days after completion of the taking of testimony. Trademark Rule 2.125.

Answer to Counterclaim Due	12/7/2011
Deadline for Discovery Conference	1/6/2012
Discovery Opens	1/6/2012
Initial Disclosures Due	2/5/2012
Expert Disclosures Due	6/4/2012
Discovery Closes	7/4/2012
Plaintiff's Pretrial Disclosures	8/18/2012
30-day testimony period for plaintiff's testimony to close	10/2/2012
Defendant/Counterclaim Plaintiff's Pretrial Disclosures	10/17/2012
30-day testimony period for defendant and plaintiff in the counterclaim to close	12/1/2012
Counterclaim Defendant's and Plaintiff's Rebuttal Disclosures Due	12/16/2012
30-day testimony period for defendant in the counterclaim and rebuttal testimony for plaintiff to close	1/30/2013
Counterclaim Plaintiff's Rebuttal Disclosures Due	2/14/2013
15-day rebuttal period for plaintiff in the counterclaim to close	3/16/2013
Brief for plaintiff due	5/15/2013
Brief for defendant and plaintiff in the counterclaim due	6/14/2013
Brief for defendant in the counterclaim and reply brief, if any, for plaintiff due	7/14/2013
Reply brief, if any, for plaintiff in the counterclaim due	7/29/2013

If the parties stipulate to any extension of these dates, the filing should set forth the dates in the format shown in this order. See Trademark Rule 2.121(d).

An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.